

**Cover/Signature Page - Abbreviated Template/Abbreviated Template with Curriculum**

Institution Submitting Request: Utah Valley University  
Proposed Title: Certificate of Proficiency in Professional Sales  
School or Division or Location: Woodbury School of Business  
Department(s) or Area(s) Location: Marketing Department  
Recommended Classification of Instructional Programs (CIP) Code<sup>1</sup> (for new programs): 52.1999  
Proposed Beginning Date (for new programs): Fall 2016  
Institutional Board of Trustees' Approval Date: Pending

Proposal Type (check all that apply):

Regents' General Consent Calendar Items		
<i>R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar</i>		
SECTION NO.		ITEM
5.1.1	<input type="checkbox"/>	Minor*
5.1.2	<input type="checkbox"/>	Emphasis*
5.2.1	<input checked="" type="checkbox"/>	Certificate of Proficiency*
5.2.3	<input type="checkbox"/>	Graduate Certificate*
5.4.1	<input type="checkbox"/>	New Administrative Unit
	<input type="checkbox"/>	Administrative Unit Transfer
	<input type="checkbox"/>	Administrative Unit Restructure
	<input type="checkbox"/>	Administrative Unit Consolidation
5.4.2	<input type="checkbox"/>	New Center
	<input type="checkbox"/>	New Institute
	<input type="checkbox"/>	New Bureau
5.5.1	<input type="checkbox"/>	Out-of-Service Area Delivery of Programs
5.5.2	<input type="checkbox"/>	Program Transfer
	<input type="checkbox"/>	Program Restructure
	<input type="checkbox"/>	Program Consolidation
5.5.3	<input type="checkbox"/>	Name Change of Existing Programs
5.5.4	<input type="checkbox"/>	Program Discontinuation
	<input type="checkbox"/>	Program Suspension
5.5.5	<input type="checkbox"/>	Reinstatement of Previously Suspended Program
	<input type="checkbox"/>	Reinstatement of Previously Suspended Administrative Unit

**Chief Academic Officer (or Designee) Signature:**

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

**Signature**

**Date:** 9/28/15

**Printed Name:** Jeffery Olson, Senior VP—Academic Affairs

<sup>1</sup> CIP codes must be recommended by the submitting institution. For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

**Program Request - Abbreviated Template**  
**Utah Valley University**  
**Certificate of Proficiency in Professional Sales**  
**06/15/2015**

**Section I: Request**

The Department of Marketing in the Woodbury School of Business at Utah Valley University requests approval to offer a Certificate of Proficiency in Professional Sales beginning Fall 2106.

**Section II: Need**

The purpose of this proposed Certificate of Proficiency in Professional Sales is to fill the need expressed by both students and local business to develop and train more skilled sales professionals. This certificate will address the fastest growing job segment in Utah County. There are currently no professional sales programs within public higher educational institutions in Utah or Salt Lake Counties, yet the demand for trained professional sales students is increasing each year.

The Bureau of Labor Statistics forecasts a growth of 16% in sales jobs in Utah (approximately 17,000 jobs) between now and 2020.<sup>2</sup> The Utah Department of Workforce Services indicated a growth of 2.5% in sales jobs in 2014.<sup>3</sup> There is an increasing need for qualified and skilled sales professionals throughout Utah, yet local higher educational institutions do not currently have a focus or degree in this area. UVU would be the first state higher education program south of Weber County to offer an official sales program. According to current EMSI reports for UVU's three county service, the State of Utah, and the United States, there are greater than 14,000 current sales position/opportunity numbers within the state of Utah with a projected growth rate of 16% over the next five years in Utah alone as indicated by the Bureau of Labor Statistics.<sup>4</sup> During the 2012 – 2013 academic year, there were 28 certificates and 30 degrees awarded by LDS Business College, 24 degrees awarded by Western Governors University, 113 degrees awarded by Weber State University to address these sales opportunities. In the category of General Sales and Operations, there were 9,212 openings in 2013 with only 195 regional completions by all six regional universities.<sup>5</sup>

**Section III: Institutional Impact**

Due to the course design for the certificate, this new program will not negatively impact other degrees or majors. The certificate can be done in conjunction with declared majors without adding additional course work or faculty needs. The certificate proposal will include only courses already developed and being taught within the Woodbury School of Business. Currently, UVU has two faculty devoted to teaching the professional sales curriculum. The newly created professional sales certificate will use select classes from the professional sales and marketing curriculum, requiring no new additional faculty. The required courses are already developed and being or will be offered by the fall 2015 semester. 100% of the courses will be delivered in a face-to-face format and offered on UVU's main campus. The Marketing Department also has one full-time staff member that will be involved in teaching within the sales program. In the fifth year of the

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<sup>2</sup> <http://www.bls.gov/ooh/sales/home.htm>

<sup>3</sup> <https://jobs.utah.gov/jsp/wi/utalmis/occinfokey.do>

<sup>4</sup> [http://www.bls.gov/oes/current/oes\\_ut.htm#41-0000](http://www.bls.gov/oes/current/oes_ut.htm#41-0000)

<sup>5</sup> [http://www.bls.gov/oes/current/oes\\_ut.htm#41-0000](http://www.bls.gov/oes/current/oes_ut.htm#41-0000); <http://www.economicmodling.com>

program, the major would require one more additional faculty member. Faculty who teach professional sales courses will all have professional sales experience, appropriate academic credentials, and will require continuous professional training from conferences to ensure the professional sales curriculum meets the demands of the marketplace. The Marketing Department has created a board of advisors to consult on changing curriculum needs.

#### Section IV: Finances

The CP in Professional Sales requires no additional courses or sections; thus, no additional faculty or support resources.

#### Section V: Program Curriculum

##### All Program Courses (with New Courses in Bold)

All courses listed below are currently being offered. No new courses are necessary to create the proposed certificate.

Course Prefix and Number	Title	Credit Hours
MKTG 3600	Principles of Marketing	3
MKTG 3650	Professional Selling	3
MKTG 3640	Sales Management	3
MKTG 4610	Sales Analytics	3
MKTG 482R	Sales Internship	4
Sub-Total		16
Total Number of Credits		16

##### Program Schedule

If MKTG 3600 and MKTG 3650 are to be taken in the same semester, the pre-requisite of MKTG 3600 will be waived to accommodate scheduling needs. Overrides will be given for ENGL 2010 and ENGL 2020.

Fall of First Year (Course Prefix and Number)	Course Title	Credit Hours
MKTG 3600	Principles of Marketing	3
MKTG 3650	Professional Selling	3
	Semester total:	6
Spring of First Year (Course Prefix and Number)	Course Title	Credit Hours
MKTG 3640	Sales Management	3
MKGT4610	Sales Analytics	3
	Semester total:	6

Summer of First Year (Course Prefix and Number)	Course Title	Credit Hours
MKGT 482R	Sales Internship	4
	Semester total:	4